News Release

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Office of Traffic Safety reminds motorists to buckle up

Edmonton, March 14, 2008 – The City's Office of Traffic Safety encourages all Edmontonians to buckle up. With the warmer weather in Edmonton, motorists can be quick to leave their good winter driving habits in the dust. Make a habit of always wearing a seat-belt to protect yourself and help make our City streets a safer place.

"People get excited when the snow starts to melt and spring arrives. With the long weekend approaching lots of people will be making travel plans," explains Laura Thue, Senior Research Analyst with the Office of Traffic Safety. "Most collisions are preventable but when a collision does occur seat-belts are proven to save lives, reduce injuries, and reduce the severity of injuries that do occur."

In 2006, there were 26,066 collisions in Edmonton, more than 8,000 people were injured, and 25 people were killed. Edmonton research shows that vehicle occupants wearing a seat-belt have a lower injury rate (10.9%) than people not wearing a seat-belt (22.9%).

"When you don't wear your seat-belt, you are not only risking your own life, but also the lives of all other occupants in the vehicle," says Thue.

Seat-belts do not just prevent occupants from being thrown from the vehicle they also prevent occupants from colliding with other passengers inside the vehicle. Transport Canada research shows that a vehicle involved in a 50 km/hour crash with a stationary object will eject a 150 pound adult, who is not wearing a seat-belt, with the force of three-ton truck. A child weighing 25 pounds, not wearing a seat-belt, can be thrown forward with the force of a 1200 pound baby elephant.

"The solution is simple. Edmontonians can protect themselves and their loved ones by making seat-belt safety routine," explains Thue. "Make sure that all occupants in the vehicle are wearing their seat-belts, and that toddlers and infants are properly restrained in certified booster seats and child safety seats."

Let's make our roads a safe place. Help prevent traffic related injuries and deaths by always wearing a seat-belt and driving with care.

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About Edmonton:

This is a city alive with energy and boundless opportunity - a growing economic powerhouse where business thrives and more than a million lives enjoy the freedom to explore, experiment, experience, excel and expect the most out of every day. A place like no other, Edmonton is filled with surprises great and small and a calendar packed with artistic, sporting, theatrical and cultural celebration.

For more information on Edmonton, please visit our website at: www.edmonton.ca.

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THE CITY OF Edmonton